



IZEA INSIGHTS SPECIAL REPORT

Trust in Influencer Marketing

Monitoring the
impact of social
media influencers

MARCH 2022





BACKGROUND

We surveyed a total of 1,237 social media users to help understand consumer sentiments around influencer marketing and other forms of advertising and how those thoughts differ across gender, age and other key demographic data.

GOALS

- Provide insights for our partners who are responsible for marketing products and services on digital platforms.
- Educate and assist decision makers that must stay informed on social media and influencer marketing trends to operate their businesses.
- Help all parties understand how they may be able to interact with consumers as social media preferences and influencer reach evolve over time.

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Sample Population

U.S. Social Media Users

U.S.

Geography

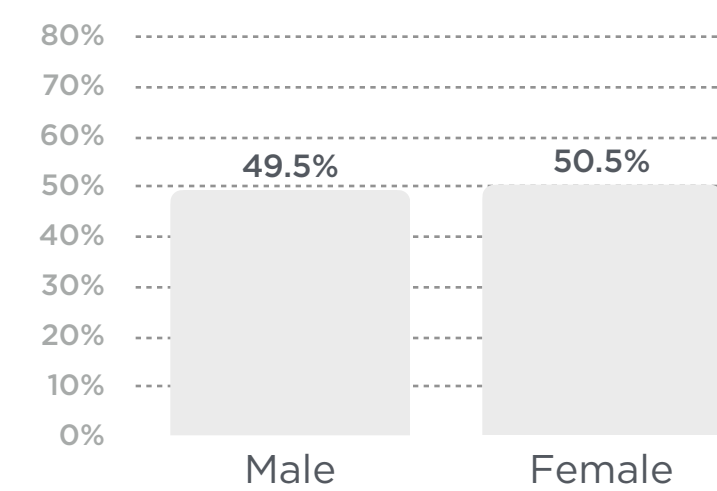
12/2/21
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Data Gathered

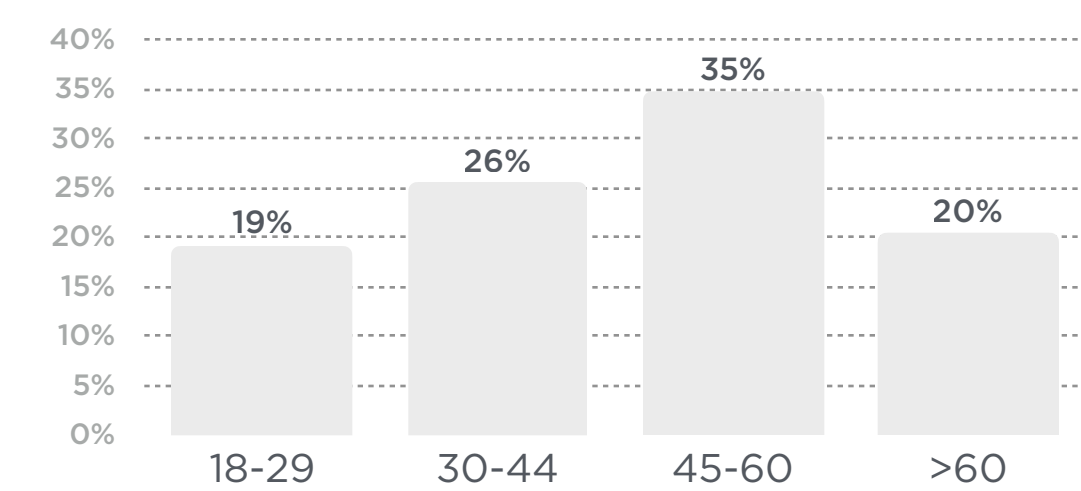
1,237 Qualified
Social Media Users

All respondents were required to have an internet connection in order to participate in the survey.

Gender



Age





36%

OF ALL RESPONDENTS

say influencer posts are the No. 1 way to get them to try new products.

Q: Which of these is most likely to get you to try a new product?

	ALL	RESPONSES BY GENDER	
		MALE	FEMALE
1. Social Media Influencer Posts	36.4%	30.6%	41.8%
2. Television Ads	30.6%	32.4%	28.8%
3. Paid Social Ads	12.5%	13.8%	11.4%
4. Banner Ads	8.9%	9.9%	8.1%
5. Magazine Ads	7.8%	6%	7.4%
6. Radio Ads	3.7%	5.0%	2.5%



#1

Influencer marketing posts are the top choice for 38.9% of those ages 18-29 and 45.3% of those ages 30-33.

Q: Which of these is most likely to get you to try a new product?

RESPONSES BY AGE GROUP

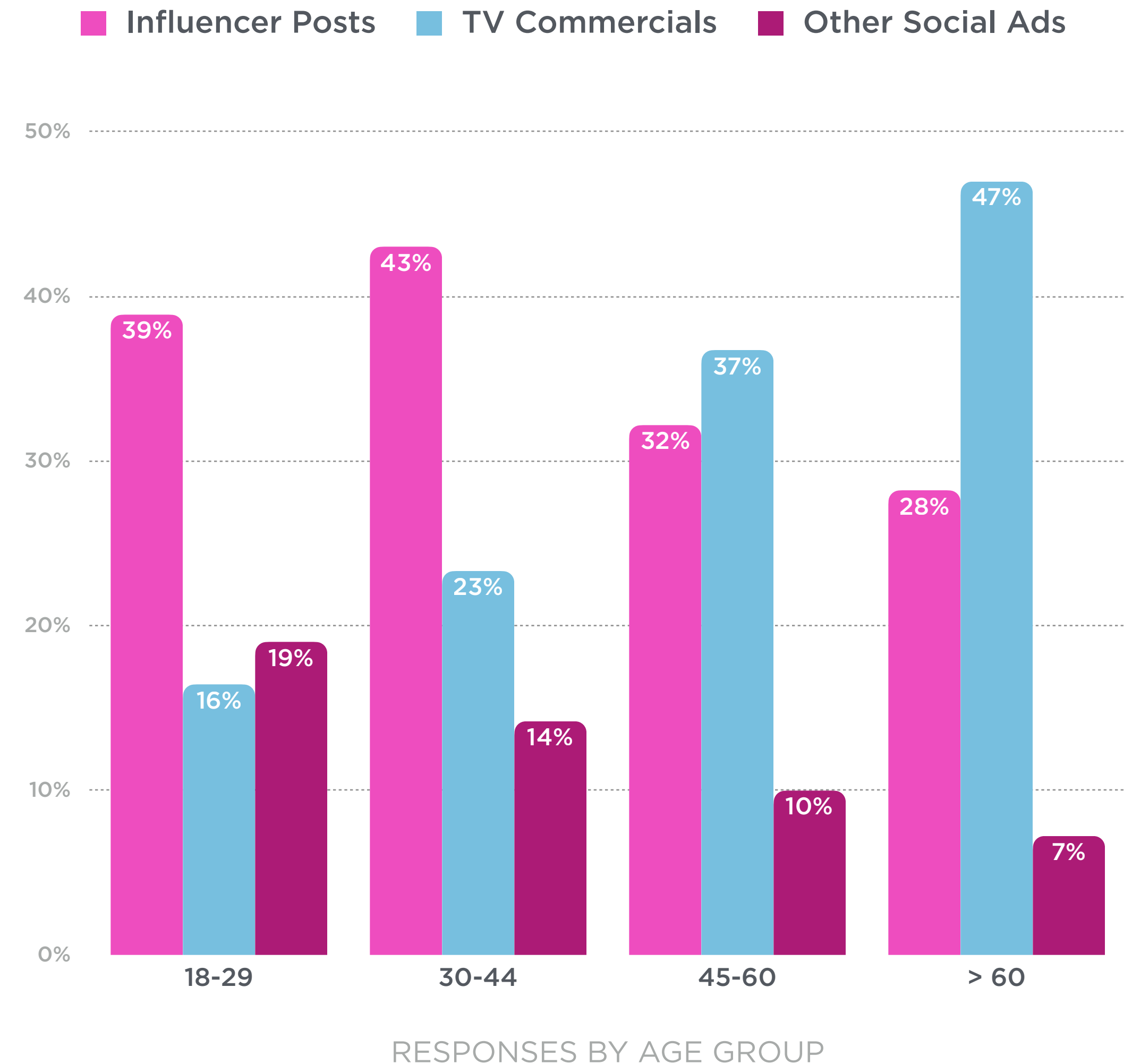
	18-29	30-44	45-60	>60
Influencer Post	38.9%	45.3%	32.2%	28.2%
Television Ad	16.4%	23.3%	36.7%	47.0%
Paid Social Ad	19.0%	14.2%	10.0%	7.2%
Banner Ad	15.9%	8.5%	7.6%	3.9%
Magazine Ad	6.6%	6.4%	8.6%	9.9%
Radio Ad	3.1%	2.4%	5.0%	3.9%

IZEA INSIGHT

Adults aged 18-44 are twice as likely to say that influencer marketing posts are better than TV ads at getting them to try new products.

For most adults older than 45, influencer marketing is second only to TV ads.

Q: Which of these is most likely to get you to try a new product?





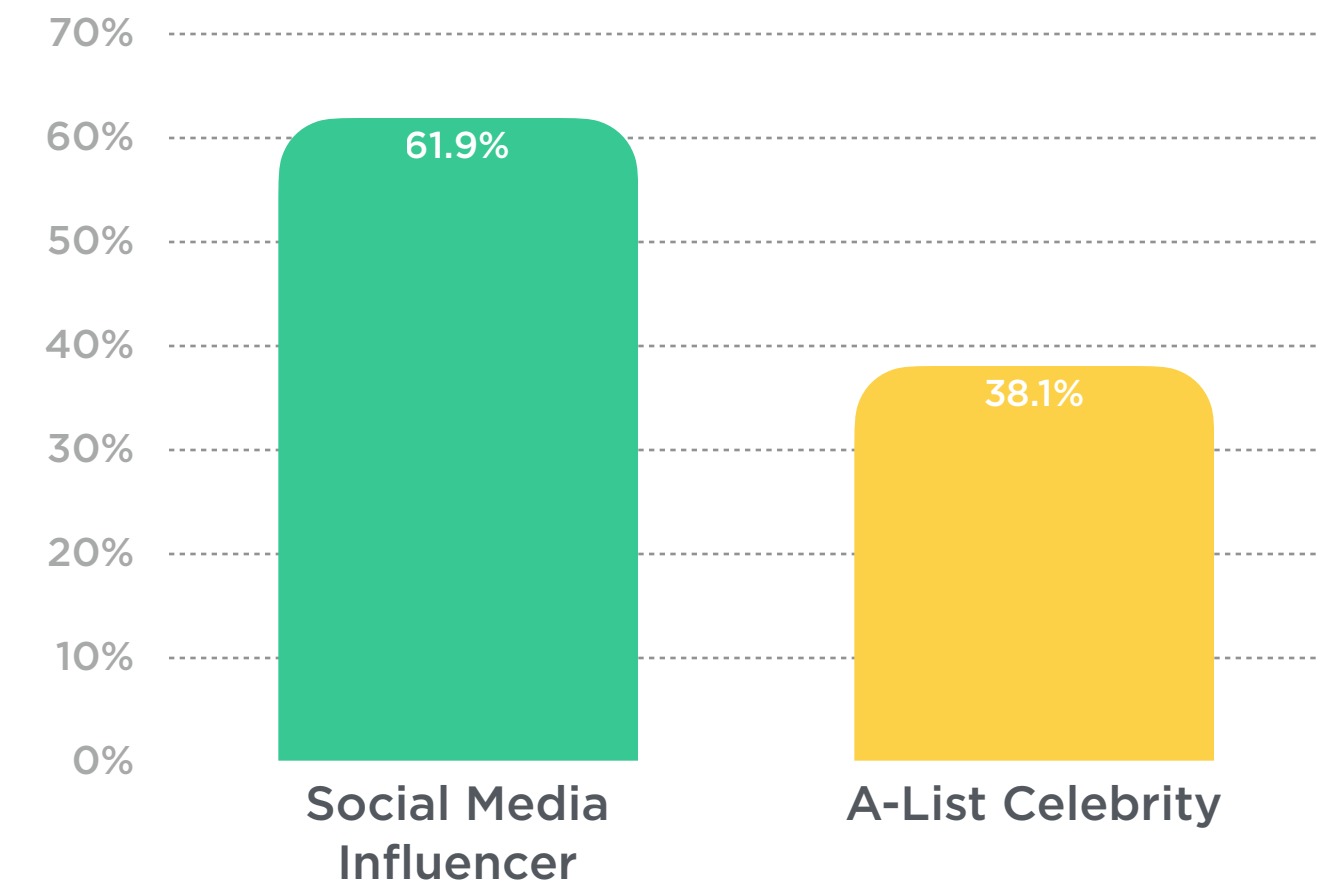
Q: Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?

62%

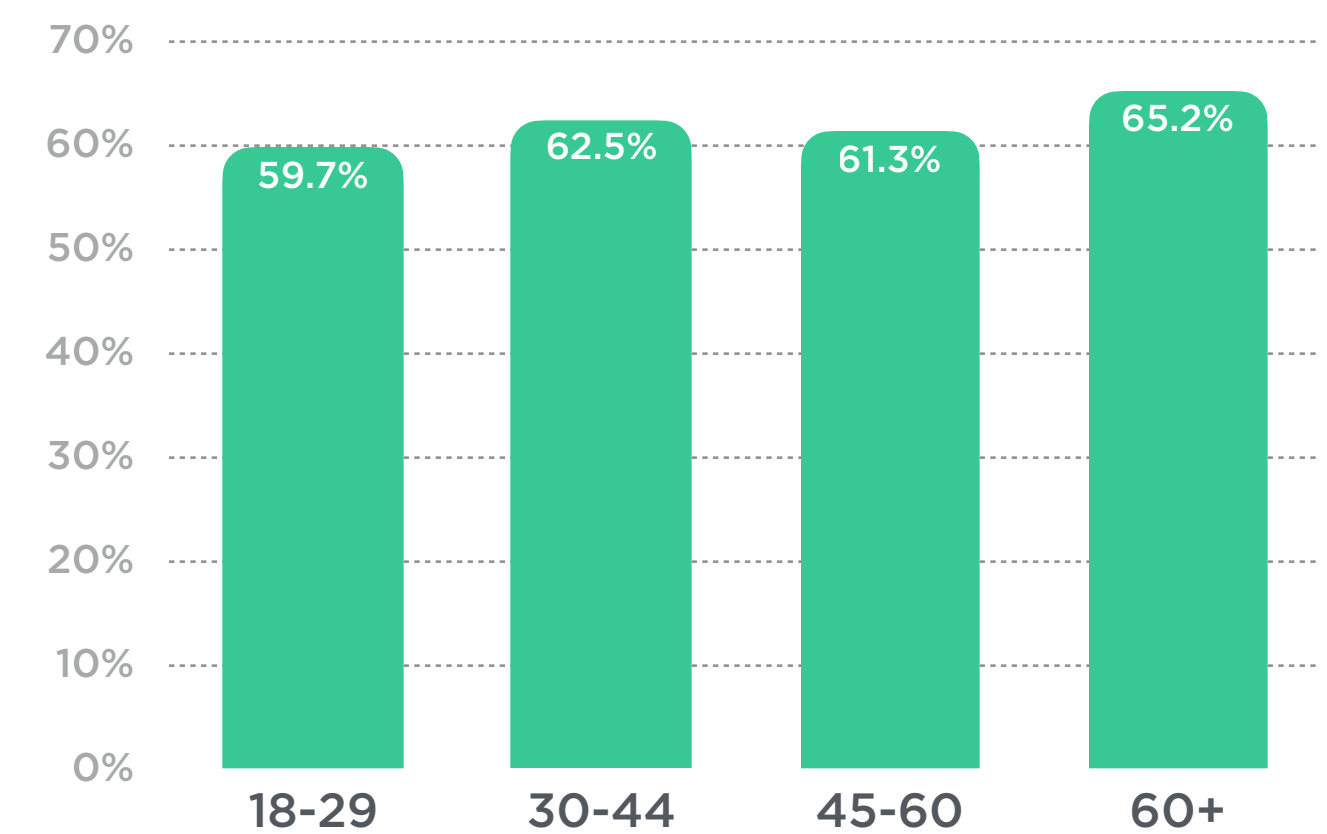
OF ALL RESPONDENTS

say they are more likely to trust a sponsored post from an influencer over an A-List celebrity.

All Respondents



A: "Social Media Influencer" By Age Group





56%

OF ALL RESPONDENTS
AGE: 18-44

have purchased a product after seeing it used by an influencer.

Q: Have you purchased a product after seeing it used by an influencer?

RESPONSE BY AGE GROUP

	18-29	30-44	45-60	> 60
Yes	55.75%	56.42%	39.0%	33.2%
No	44.25%	43.58%	61.0%	66.9%

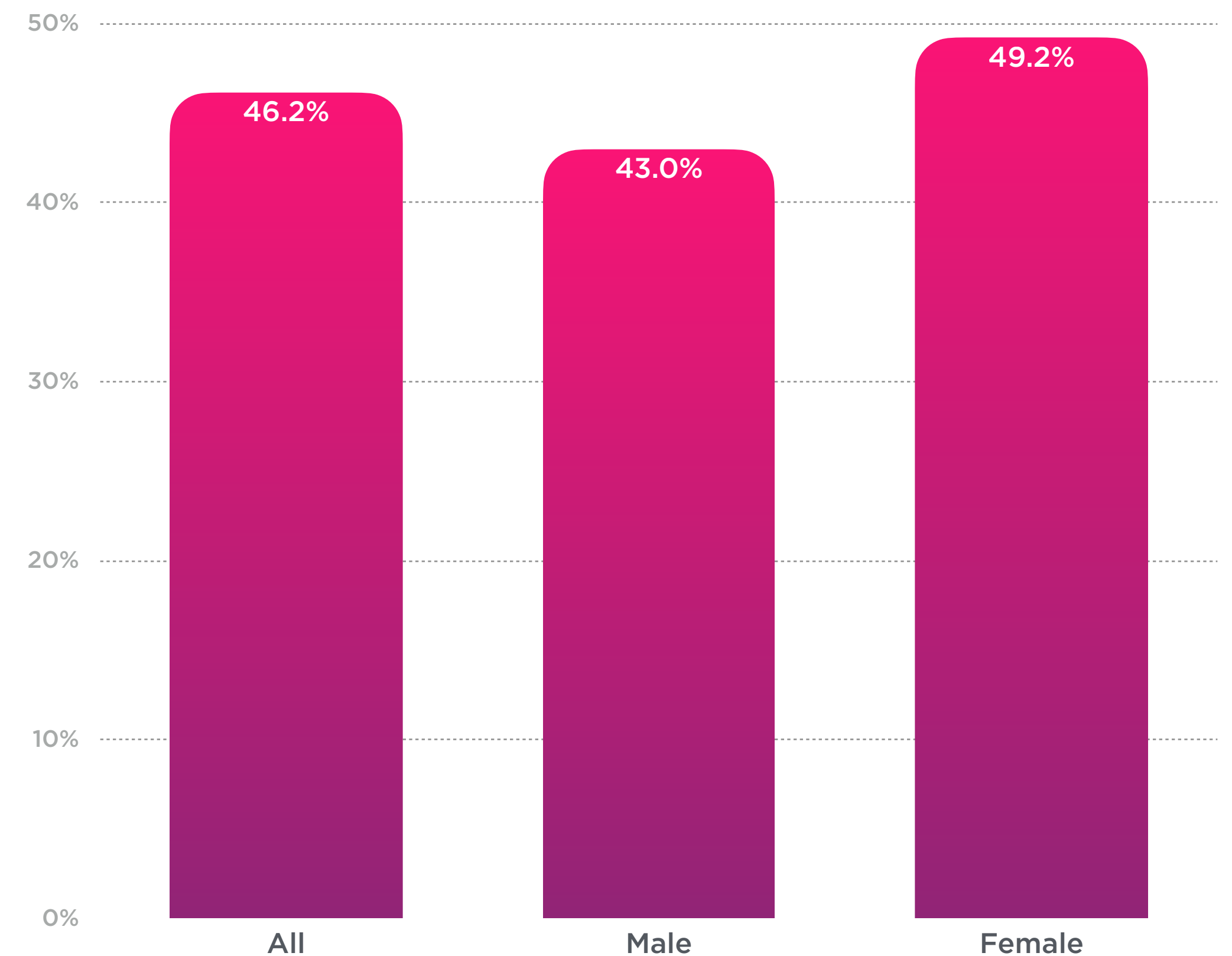
IZEA INSIGHT

Our 2022 State of Influencer Equality[®] showed that 83% of all influencer marketing deal flow went to female influencers.

But with 43% of males making influencer-inspired purchases, the impact of influencer marketing is much more balanced across gender and age groups.

Q: Have you purchased a product after seeing it used by an influencer?

Answer: Yes



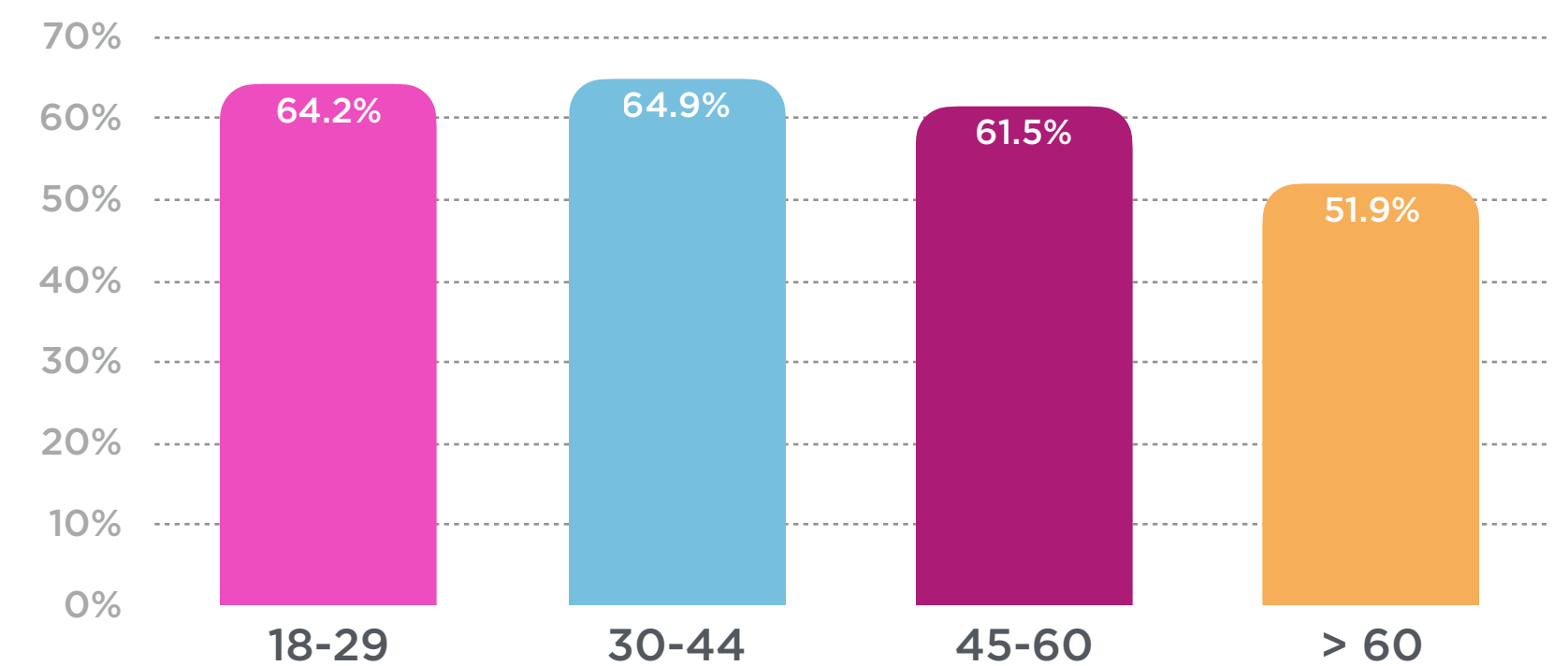
61%

OF ALL RESPONDENTS

have engaged with a sponsored influencer post.

Q: Have you "liked" or commented on a sponsored influencer post in the past?

A: "YES" BY AGE GROUP

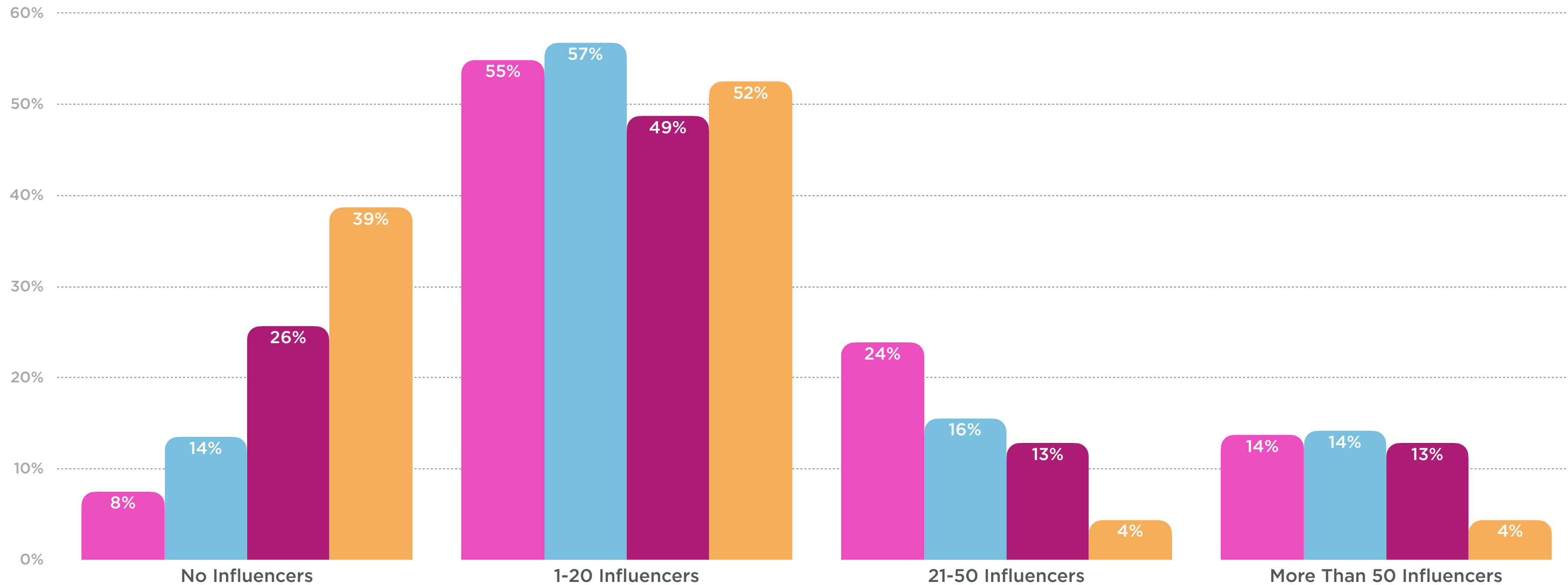


Q: How many influencers do you follow on social media?

Social media influencers reach 92% of all respondents aged 18-29.

18-29 30-44 45-60 > 60

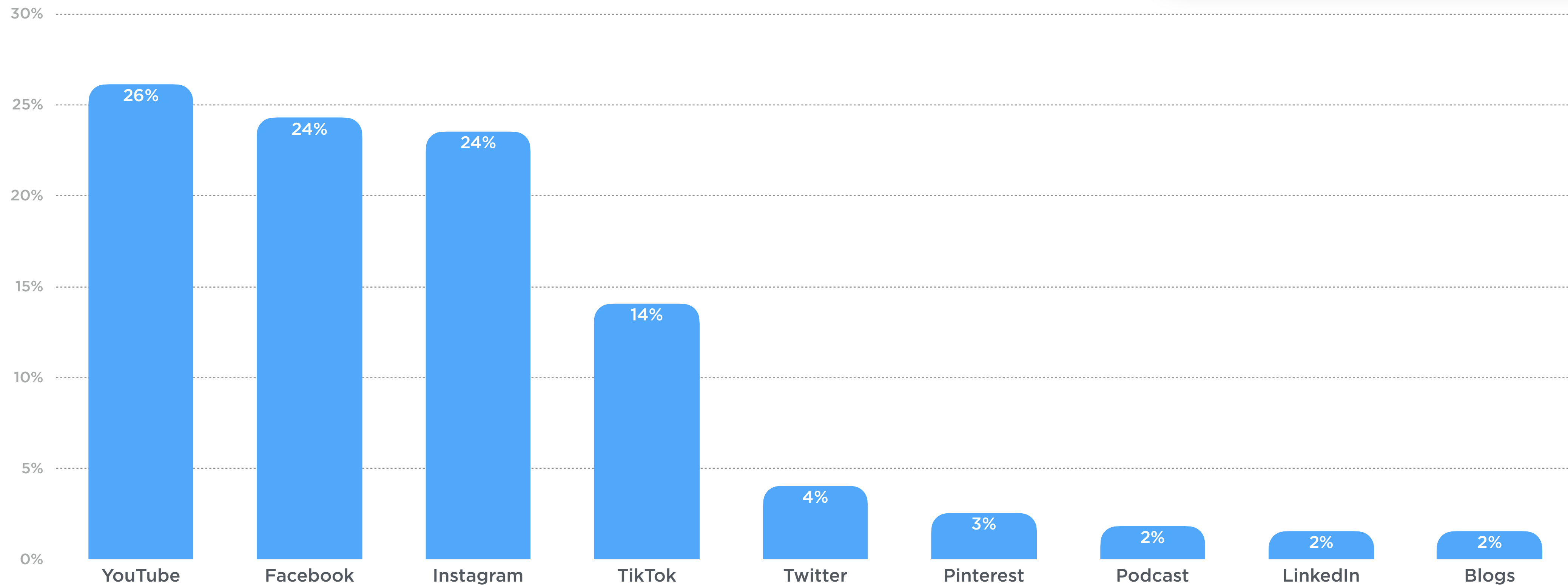
Response by Age Group



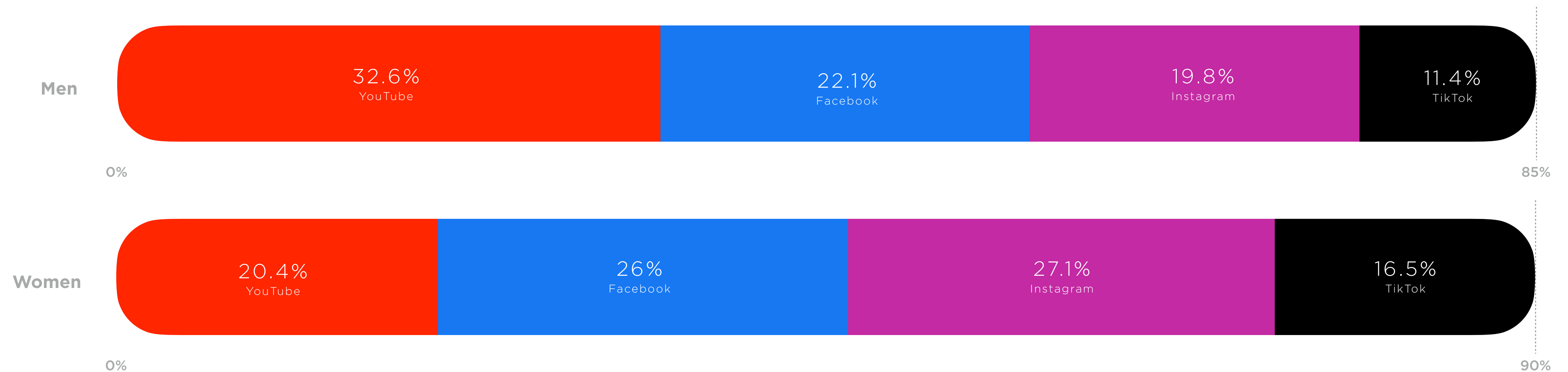
Q: In your opinion, what is the best platform to promote a product through an influencer?

YouTube, Facebook, Instagram and TikTok are the top four picks for all social media users.

■ All Social Media Users



Q: In your opinion, what is the best platform to promote a product through an influencer?

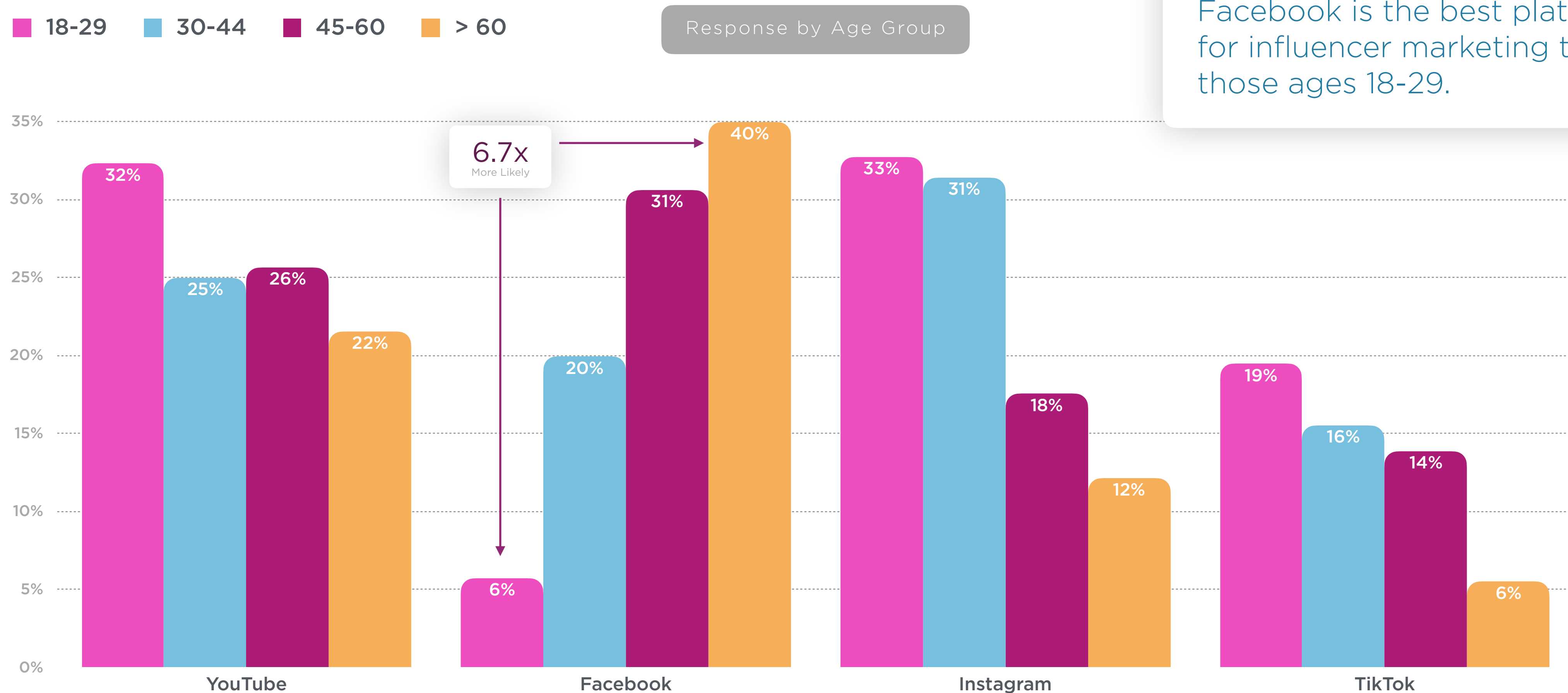


Women are more likely to say Instagram and Facebook are the top ways to promote products.
Men are more likely to say YouTube is their No. 1



Q: In your opinion, what is the best platform to promote a product through an influencer?

Social media users over 60 are 6.7 times more likely to say Facebook is the best platform for influencer marketing than those ages 18-29.



IZEA INSIGHT

Social media is constantly evolving and consumer preferences are shifting alongside it.

Working with a diverse set of influencers on a variety of platforms is the best way to reach all genders and age groups.



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**INFLUENCER
MARKETING**



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